

# Top Small Business Proposal Mistakes

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# **Top Small Business Proposal Mistakes**

## **MA-64 Headquarters Procurement Services**

**MA-64 provides procurement support to all Department of Energy Headquarters Staff Offices and program offices. Our customers range from the Office of the Secretary of Energy to Facilities Management.**

**Our procurements are primarily for Services covering Subject Matter Experts (SMEs), Technical Support Services, and General Support Services.**

**The majority of our procurements are awarded to small business.**

# Top Small Business Proposal Mistakes

## MA-64 Headquarters Summary of Issues

1. The Technical proposal did not demonstrate the offerors ability to meet all of the Request for Proposal (RFP) requirements.
2. The proposals did not include all of the items required by Section L of the RFP.
3. The Cost/Price proposal did not demonstrate a complete and thorough understanding of all the RFP's requirements.
4. The Cost/Price proposal did not contain all of the required documentation to support the costs/prices proposed.

# Top Small Business Proposal Mistakes

## MA-64 Headquarters

**1. The Technical proposal did not demonstrate the offerors ability to meet all of the Request for Proposal (RFP) requirements.**

- **Example - The proposal did not identify the tasks & functions for each of the personnel proposed.**
- **Example - The proposal did not explain the technical approach, how the personnel proposed would accomplish the tasks/functions of the SOW/PWS.**
- **Example - Resumes for the Key Personnel proposed did not meet all of the Position Description qualification requirements.**

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## MA-64 Headquarters

### **2. The proposals did not include all of the items required by Section L of the RFP.**

- Example - The proposal did not contain a consolidated list of the Technical, Cost, or Other proposal sections Exceptions & Deviations to the requirements.
- Example - The Offer & Other Documents proposal section did not include the Representations, Certifications, & Acknowledgments, or they were incomplete.
- Example – The proposal did not include all the data and information required for Past Performance.

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## MA-64 Headquarters

**3. The Cost/Price proposal did not demonstrate a complete and thorough understanding of all the RFP's requirements.**

- Example - The basis of estimates (BOEs) did not cover all of the functions/tasks of the SOW/PWS.
- Example - The BOEs did not cover all of the personnel proposed. The proposal did not include a Staffing Plan or matrix of personnel to function/task.
- Example - The BOEs did not cover all of the Other Direct Costs (ODCs) such as travel, equipment or materials proposed.

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## MA-64 Headquarters

### **4. The Cost/Price proposal did not contain all of the required documentation to support the costs/prices proposed.**

- Example - The proposal did not include the cost & pricing data/information for basic period of performance and all options periods.
- Example – The proposal did not include detailed data/information including historical and/or audit to support and substantiate the proposed direct rates, proposed indirect rates, and the adequacy of the accounting system.
- Example – The Cost/Price e-model provided with the RFP was not submitted with the offerors proposal.

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## How To Avoid Them?

- Read the entire RFP and submit questions.
- Re-read entire RFP and focus on Sections L & M.
- Create a Compliance Checklist from Section L for each of the proposal sections (e.g., Technical, Cost/Price, Other) that is required for submission.
- Make sure your proposal section leads use the Compliance Checklist for each proposal section.
- As part of your final proposal review recheck the Compliance Checklist.
- Submit your RFP Compliance Checklist as part of your proposal.



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**QUESTIONS?**

**THANK YOU!**